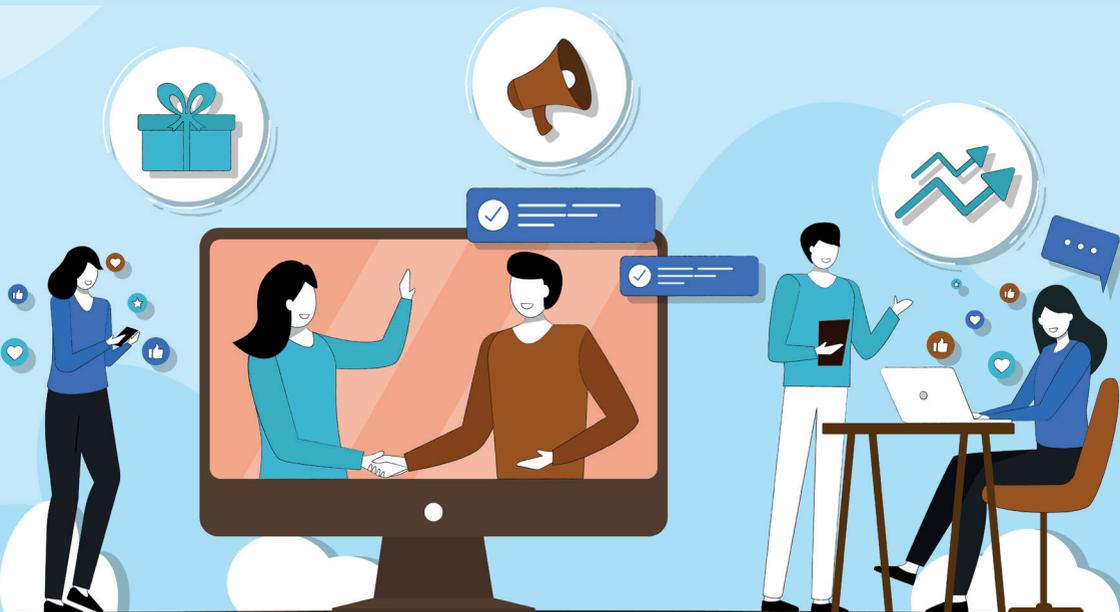




Customer Engagement Strategy





I. Introduction from the chair

Welcome to your Customer Engagement Strategy.

We are a customer focused organisation providing high quality services that reflect your priorities. We are committed to providing you with a range of ways you can get involved with us to help us improve our performance and services. We have a long history of involving you in decisions, we want to continue to work in partnership with you to make sure we keep getting better.

This strategy was written with help from tenants, my fellow Management Committee members and staff, thanks to everyone!

Here at Tollcross Housing Association we are committed to involving our customers and even although we must do so by law, it is really important to us that you know that we do it because we want to. In 2013, we called on our customers to join our scrutiny panel and we were thrilled with the response. In a few short weeks we had a group with over 20 members who were willing to participate in our group, and lots of them are still with us and as active in the community as ever. The group didn't really like the title of 'scrutiny panel' so re-branded themselves as the Performance Improvement Network (PIN). You can read more about this group and what they work on later on in this strategy.

The broader way of describing this group's function is to say they help in making sure the Association listens and more importantly, responds to its customers' needs. This included considering the requirements within the Scottish Government's Social Housing Charter (The Charter), which is designed to help improve the quality and value of the services that social landlords provide. The PIN, supported by the Performance Improvement Loops (PILs) monitor the Association's service standards and targets and report their findings and recommendations to the Association's Management Committee.

We recognise that good engagement with our customers is key to our success and we will work in partnership with our customers to continually improve. It's not only about our improvement though, as some of our PIN and PIL members have expressed their delight at having their confidence boosted by being in the group and some of them have even presented to external agencies explaining what the group is all about and what it means to them. We are so grateful to have such dedicated people willing to help us out.

This strategy outlines the ways you can get involved with us, from sitting in your armchair to attending events and meetings. Below is a variety of ways in which you can make contact with us.

- Phone – Tel. 0141 763 1317
- Website – www.tollcross-ha.org.uk
- Email: getinvolved@tollcross-ha.org.uk or info@tollcross-ha.org.uk
- Or by popping into one of our offices below:

Main office:
868 Tollcross Road
Glasgow
G32 8PF

Advice & Learning Centre:
84 Braidfauld Street
Glasgow
G32 8PJ

Sheltered Housing: 1.
12 Methven Street, Glasgow, G31 4RB
Sheltered Housing: 2.
15 Orchard Court, Glasgow, G32 8EF

So, please enjoy reading about our strategy for customer engagement and get involved.

Andrea Bell, Chair

2. Key principles of participation

The key principles of participation for us are:

- Making sure we have a range of ways to communicate with you and give you information and feedback
- Making sure there are a variety of ways and levels you can get involved
- All of our staff and Management Committee are committed to involving customers
- Ensuring there are a range of ways that your voices and views are heard
- Making sure you are able to influence our decisions
- Working in partnership with customers to improve our homes and services



3. Your Rights

Tenants in Scotland have had a legal right to participate since 2001, other legislation has strengthened tenants' rights and given landlords duties, for example landlords must:

- Consult tenants on any proposed changes to rents
- Give tenants information on their tenancy and their landlords performance
- Publish a Customer Engagement Strategy, involve tenants in developing the strategy and say how they will resource the strategy – money, staff, support, etc.
- Consult over any changes to your housing service
- Consult on standards of service in housing management, repairs and maintenance
- Involve customers in improving our services and performance

4. The Scottish Housing Regulator (SHR)

The Scottish Housing Regulator is an independent organisation, it reports to the Scottish Parliament. Its role is to protect the interests of tenants and others who use landlords' services. The Regulator expects tenants to be at the heart of their organisation and work in partnership with their landlord to drive forward improvements to services and performance. How landlords perform is monitored every year against the Scottish Social Housing Charter (see more on the Charter at section 4). The Regulator expects arrangements to be in place to make sure customers can –

- ✓ scrutinise services and performance
- ✓ help improve landlord's performance
- ✓ influence decisions about policies and services.



The Regulator has a route for tenants to report Significant Performance Failures to them. A significant performance failure is for example where a landlord:

- o Consistently or repeatedly fails to achieve the Charter outcomes or local outcomes agreed with tenants
- o The landlords actions or failure to take action puts tenants interests at risk and this affects a significant number of tenants

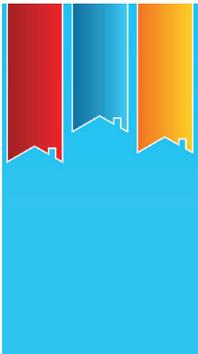
To find out more about the Regulator go to www.housingregulator.gov.scot/

5. The Scottish Social Housing Charter

The Charter was created by tenants for tenants, it is about improving the quality of services to tenants. The Charter has 16 standards that landlords will be measured against, such as quality of homes, repairs and maintenance and customer participation.

The Charter allows us to better understand what is working and what isn't. We take these responsibilities seriously and this Strategy is about making sure customers have the opportunity and skills to exercise real influence on our services and performance.

Councils and Housing Association landlords must meet the standards set out in the Scottish Social Housing Charter.



The Charter aims to:

- State clearly the services tenants and other customers can expect, and help tenants hold their landlord to account
- Encourage social landlords to focus on improving the services that matter most to their customers
- Provide a basis for the Scottish Housing Regulator to assess and report on how well landlords are performing

The Charter places importance on tenants being able to assess the quality of their landlords services and performance. To find out more about the Scottish Social Housing Charter go to www.gov.scot/publications/scottish-social-housing-charter/

6. Equalities

An Equality Impact Assessment (EIA) has been carried out when reviewing this policy. In line with good practice the completed EIA will be published alongside the Customer Engagement Strategy.

Where there is a need for follow-up action, the tasks and timeframe for achieving them shall be noted in the Equality and Human Rights Action Plan to ensure they are addressed.

We do not see this policy as having any direct impact upon the protected characteristics contained within the Equality Act 2010.

In everything we do Tollcross HA aims to ensure that everyone is treated fairly and with respect. We aim to ensure that no individual or group is unfairly treated or discriminated against because of race, colour, culture, ethnic or national origin, religion, orientation, marital status, sexuality or any other factor.



We will not tolerate discrimination, harassment or victimisation.

We want to support customers to get involved with us and ensure there are no barriers to involvement.

When organising events we will consider the following:

- Hold meeting in places that are accessible, convenient, and easy to get to
- Arrange transport if necessary
- Provide crèche or care facilities (or offer reasonable care costs?)
- We will provide a digital hearing system for meetings
- We can provide documents in for example large print, and other languages on request.



7. Tollcross Housing Association aims and objectives

We want to ensure customers can participate with us in a variety of different ways and at different levels. We want to work in partnership with customers to improve our services.

We will:

- Improve how we engage with customers to ensure people can be involved in a way that suits them
- Promote and provide a wide range of options for customers to get involved with us and take part in decisions
- Provide opportunities for customers to build confidence, knowledge and skills
- Train and support all of our staff across all department to ensure customers voices are heard
- Work in partnership with customers to improve our performance and services through a range of informal and formal methods such as scrutiny and working groups
- We will give you information in a variety of ways such as through newsletters and our website
- We will give you a range of ways you can communicate with us

8. Getting Involved with Tollcross Housing Association

Why bother getting involved?

The Association understands its requirement to provide methods of participation and communication with our customers, as laid out in the Scottish Social Housing Charter. However, it's more than that for us. We want you to be involved in what we do, as our services are for you, so why shouldn't they be designed and shaped by you? We believe this is why so many of you have already joined the Association as a member or become involved in our Management Committee or joined one of our improvement groups. So because we recognize we all have different ways of learning and preferred ways of communicating and joining in, the Association has set up a range of different ways in which you can help out.

If you fancy being full on involved in everything we do, you might want to join the Management Committee or our performance improvement groups; if you prefer to be a bit more reserved and can only join in some of the time, you could be perfect for our performance improvement loops or join in our community events like the MacMillan Coffee events or the bus trip; if you can't imagine coming out to meetings at all, then you can join in from your very own armchair as we're always seeking views on things like policies and you can easily do that with a cuppa. Please see below for all of the options that are available to you and remember these activities are free to you as the Management Committee approve an annual budget for these to take place.

By getting involved with us you can

- ✓ Help us improve services
 - Deliver better services that customers want
 - Improve our performance
- ✓ Get involved in new activities
- ✓ Learn new skills and knowledge
- ✓ Attend conferences and other events
 - Attend fun activities – such as the panto
- ✓ Meet new people



Getting involved – contact us

There are lots of ways you can get involved with us. To find out more contact your Housing Officer by e-mailing getinvolved@tollcross-ha.org.uk or by calling 0141 763 1317, or by using the 'contact us' page on our website www.tollcross-ha.org.uk. You can get involved face to face and digitally – or both.

Ways of getting involved – a bit of fun

Tollcross Housing Association sets aside a budget each year to offer opportunities for members of our community to get together and have some fun, and sometimes raise funds for worthy causes. We will advertise these events on our website and in our quarterly newsletters and also on posters within the local shops and schools in our communities at Tollcross, Carmyle, Lilybank/Newbank.

Some events happen just as a one-off, but the following have become an annual event and are very popular. • Over 60's bus trip • Christmas Panto • Easter eggvent



Ways of getting involved – just a minute or 2

- **From your Armchair** – you can take part in surveys, use our website or our app.
- **Membership of Tollcross HA** – you can become a member of Tollcross for £1, this means you can attend and vote at our AGM and are eligible to become a Management Committee member
- **Pop ups** – we will hold informal coffee and cake events in your community a couple of times a year to gather your views on your home and environment.
- **Walkabouts** – we will let you know when there is a walkabout in your area and invite you to come along to give your views on your area– it's your chance to have your say about your local area.
- **Our App** – you can check your rent account, report a repair, get involved in a consultation, find out what's on
- **Consultation register** – if you want to get involved in an area that interests you, you can join our register and let us know what things you are interested in.
- **Complaints and compliments** – we take your views very seriously and want to learn from them. If you want to give a compliment or make a complaint please phone the office or go to our web site.
- **Policy review** – when we are reviewing a policy – and we have to do this regularly we will ask you for your views.



Ways of getting involved – a wee bit more than a couple of minutes

PIL – performance improvement loop – these are groups of interested customers who have an in-depth look at our services, interview staff, get out and about looking at for example the condition of how we let our homes, the condition of the back courts etc. – it's a great way to help us get better. PILs don't have a regular meeting schedule but are very flexible and come together with a member of the appropriate staff team when an issue arises or when we are reviewing our services. The Association and PIL members can chose a topic area to look into, or might choose a topic based on a satisfaction survey.

There are 7 groups, including the PIN, and you can join one or all! You will be given support and training to take part if you want. It's up to you.

The groups are:

- ✓ Communication & participation PIL
- ✓ Estate Management PIL
- ✓ Housing Options & Access to Social Housing PIL
- ✓ Quality of Housing PIL
- ✓ Repairs, Maintenance & Improvement PIL
- ✓ Tenancy Sustainment PIL
- ✓ PIN group



For more information ask for our performance improvement leaflet, or download it from our website [PIN and PIL Activities \(tollcross-ha.org.uk\)](https://tollcross-ha.org.uk)

PIN – performance Improvement network – Pin members with the support of staff report to the Associations Management Committee on the outcomes and recommendations of a PIL project. The Association's Committee have a good track record in approving the recommendations of the PIN.

Events focus group – we have an events group to get involved and help us organise our current activities and suggest new ones.

Working groups – we have a staff/customer working group to monitor progress against our participation action plan and make sure we are doing what we said we will do.

Tenants and resident's association – we are here to support tenants who wish to form a local group and we will support any group to set up with a grant and other support such as training and support from staff. Groups can be informal or formal. Groups who wish to become a Registered Tenant Organisation (RTO) must follow procedures laid down by the Scottish Government to become registered, such as having a constitution, an area of operation etc. we can give you information on how to become an RTO. See Section 14, Useful Contacts, below.

9. Information and feedback for you

To get involved you need information. It is important that we provide you with a range of clear, easy to understand good quality information. We will feedback to you when we have asked for your views and on results of consultations etc. We can give information in alternative formats such as large print and in other languages. The Association is a member of Happy to Translate – a support organisation which provides information in other languages.

We will give you information such as:

- ✓ An easy to understand Scottish Secure Tenancy agreement
- ✓ A tenant handbook
- ✓ Leaflets on a range of topics
- ✓ Regular newsletters
- ✓ The annual Landlord Performance Report
- ✓ Topics we want to consult you on or ask your views such as annual rent setting, or satisfaction survey
- ✓ Policies and procedures
- ✓ Any events or meetings



We will communicate with you and provide information and feedback back to you in a variety of ways, such as:

- ✓ Through our website – www.tollcross-ha.org.uk
- ✓ Our Calendar of events, regularly updated – find it on our website and our newsletters
- ✓ By phone, email, post and text
- ✓ At meetings and events
- ✓ Through our tenant APP
- ✓ Local press
- ✓ Face to face - our staff are always happy to make an appointment to see you face to face
- ✓ By phone – 0141 763 1317 (phone the office to report a repair, find out information, make an appointment to speak to a member of staff)
- ✓ By post – we are happy to write to you if that's what you prefer
- ✓ At meetings and events – we will hold informal pop up events on a variety of topics that you want to talk to us about
- ✓ Regular surveys
- ✓ Our AGM
- ✓ Consultations, such as annual rent consultation and service policies



10. Asking for your views

Your views are very important to help us improve our service and performance.

When we are consulting you, on for example rents we will usually give you 4 weeks to respond. We will feedback to you what customers have said.

We might at times, ask your views on local issues and your views will feed into our decision. It's a less formal process than consulting you but no less important to us, your views matter.

We will seek your views in a range of different ways such as:

- ✓ Face to face
- ✓ New tenant settling in visit surveys
- ✓ Repairs satisfaction slips
- ✓ End of tenancy surveys
- ✓ Monthly and 3 yearly tenant satisfaction surveys
 - o We have an action/improvement plan from the satisfaction survey based on tenants comments
 - o You can be involved in a PIL to help us improve our performance
- ✓ Through your complaints and compliments
- ✓ Focus group and working groups
- ✓ Walkabouts
- ✓ Text
- ✓ Our App
- ✓ Local gatherings/pop ups

We will ask your views on a range of issues such as:

- ✓ Any changes to housing law proposed by the Scottish Government
- ✓ Your rents every year
- ✓ Any proposed changes to our services
- ✓ Our performance



I 1. Support and resources to get involved with us

We really want customers to get involved with us and will to make it as easy as possible. We will offer support and resources such as:

- ✓ Essential transport costs – public transport, mileage, or other transport to get you to meetings and events
- ✓ reasonable care costs – to help if you cannot attend a meeting or event because you have care responsibilities
- ✓ training and information – from Tollcross or from other organisations such as TPAS – see page 11 for contact information
- ✓ staff support – our staff are trained in participation and engagement
- ✓ grants for tenants and residents' groups
- ✓ attending conferences and events
- ✓ digital support – we will give you support to help you get involved with us digitally. For more information contact us on getinvolved@tollcross-ha.org.uk or call us on 0141 763 1317.

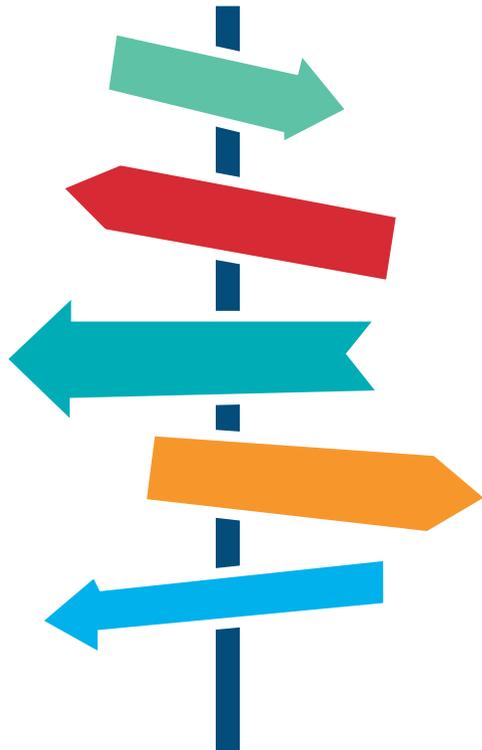
I 2. Decisions, decisions

We will always give you reasonable timescales to respond to us when we are consulting you or asking for your views - where possible, 4 weeks. We will give you a range of ways to respond to a consultation for example by post, by phone, by email, our website, APP etc.

Route to decisions - when we have gathered your views, the staff will write a report for the Management Committee. The report includes customers views and staff recommendations and the final decision lies with the Management Committee. This is a formal process laid down by the Scottish Housing Regulator.

I 3. Monitoring our Strategy and Actions Plan

Our strategy will be reviewed every three years. We have a working group of customers and officers to regularly review and update the Action Plan.



14. Useful contacts

Tollcross Housing Association

to find out more, to get involved and for general advice and information contact:

e-mail: getinvolved@tollcross-ha.org.uk
website: www.tollcross-ha.org.uk
post: 868 Tollcross Road, Glasgow, G32 8PF
telephone: 0141 763 1317



TPAS

national tenant training and support organisation -

telephone: 0141 552 3633
website: www.tpasscotland.org.uk



Scottish Housing Regulator

telephone: 0141 242 5642
website: www.housingregulator.gov.scot/



Scottish Government

(Tenant priorities team)

telephone: 0141 242 5448
website: www.gov.scot/tpadminsUPPORT@gov.scot



TOLLCROSS
housing association limited

Honorary President: Bill Dougan
Property Factor Registered No. PF000261

Registered with the Scottish Housing Regulator registration No. 197
and with the Financial Conduct Authority as a registered society
under the Co-operative and Community Benefit Societies Act 2014
— Registration No. 1798RS

Tollcross Housing Association Limited is a
Registered Scottish Charity, No. SC040876

REPAIRS, FACTORING, FINANCE, HOUSING, RENT, APPLICATIONS

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FOR OUT OF HOURS EMERGENCIES CALL
0141 763 1317 or 0345 6044 686



HAPPY TO TRANSLATE